

Highway Safety Concept Paper

Agency: Anytown Police Department

Project Title: Anytown Police Department Occupant Protection Program

Statement of the Problem: In Florida only 60% of fatally injured occupants were restrained at the time of the crash (DHSMV, Florida Traffic Crash Facts 2002). Anytown has a safety belt usage rate of 54%, well below the national average of 79% (2003 Observational Survey conducted by Anytown PD). Teen Drivers, light truck occupants, part-time safety belt users, African Americans, and Hispanics continue to be at high risk for not wearing safety belts on every trip. In 2001, 69% of 16-20 year-olds seriously injured and killed were not wearing a safety belt (FARS Annual Report). Teen safety belt use is significantly lower in states with secondary safety belt laws compared to states with primary laws (National Safety Council Airbag and Seat Belt Campaign, 2002). Crashes involving teenage drivers in 2001, cost the US approximately \$42.3 billion (Buckle Up America). Pick-up truck driver's safety belt use is 69% which is significantly below the national average (June 2003 National Occupant Protection Survey). The leading cause of death for African Americans from birth through 14 years of age are motor vehicle crashes (Buckle Up America 2003). Motor vehicle crashes are the leading cause of death for Hispanics from 1 to 44 years of age in the US (Centers for Disease Control and Prevention 1998). In 2003, the Anytown PD wrote 500 safety belt citations and 350 child restraint citations, showing vehicles traveling in Anytown County still have unrestrained occupants. The following data is provided from the "Observational Survey of Safety Belt and Child Restraint Use in Florida"(2001, 2002, 2003):

Safety Belt Use by Front Seat Occupants
Light Trucks

2001	54.00%
2002	62.40%
2003	58.35%

Safety Belt Use by Front Seat Occupants in Anytown County

2001	61.90%
2002	67.30%
2003	68.40%

Proposed Solution: : The Anytown Police Department will implement an occupant protection program in every middle school and high school in our county. We will work with local automobile dealerships, to help educate the community on the importance of wearing a safety belt for every ride in a motor vehicle. Anytown Police Department's Occupant Protection Program will partner with faith-based organizations. Anytown Police Department will provide presentations on the importance of buckling up, distribute public information and education materials, saturate the media market with press events, articles, announcements, etc., and enforce the safety belt and child restraint laws. Anytown Police Department will participate in fairs, community events, school functions, etc. to promote safety belt usage. We will post signs that promote safety belt use and signs that show safety belt usage rates and fatality rates for the year. Anytown Police Department will also utilize a message board to communicate a constant reminder for everyone in Anytown to buckle up. Anytown Police Department participated in all FDOT sponsored enforcement waves during 2002 and 2003 and will participate in all of the 2004 enforcement waves. We are committed to enforcing these laws and reporting the data on time. Anytown Police Department will continue to issue safety belt and child restraint citations, provide an educational brochure to each person receiving a citation, and promote our zero tolerance policy.

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Proposed Solution:(Continued)

Objectives:

To increase safety belt use in Anytown by 5% by September 30, 2005.
To increase enforcement of Florida's safety belt and child restraint laws.
To raise public awareness about safety belts, airbags, and high risk groups.
To participate in 10 community events promoting occupant protection safety.

Evaluation:

Record the number of safety belt citations issued.
Record the number of child restraint citations issued.
Record the number of occupant protection presentations conducted.
Record the number of community events participated in promoting occupant protection safety.
Conduct pre and post safety belt use observational surveys.

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Budget Request			
Budget Category	Funding Request	Agency Match	Project Total
Personnel Services: (include position title, salary, and benefits) N/A			
Subtotal	\$0.00	\$0.00	\$0.00
Contractual Services: N/A			
Subtotal	\$0.00	\$0.00	\$0.00

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Budget Category	Funding Request	Agency Match	Project Total
Expenses: (items less than OCO limit, materials, printing, travel, etc., including shipping) Educationl Materials, including Printing Promotional Items Signs Trailer Graphics	 \$5,000.00 \$5,000.00 \$3,000.00 \$750.00	 \$2,000.00 \$0.00 \$0.00 \$0.00	 \$7,000.00 \$5,000.00 \$3,000.00 \$750.00
SubTotal	\$13,750.00	\$2,000.00	\$15,750.00

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